Loyoly

Loyalty in 2025

What do the British expect from their favourite brands? And how far are they willing to go for them?

Loyoly study - January 2025

Introduction

Attracting a new buyer is much more expensive today than retaining one. A brand that fails to create a lasting bond risks seeing its marketing efforts evaporate with no long-term impact.

However, consumer expectations are constantly changing: between the search for the best price, the importance of brand values and the demand for a fluid and omnichannel experience, it is becoming increasingly complex to capture their attention, satisfy them and then build their loyalty.

For brands, deciphering what really motivates a consumer to buy, come back and engage has become a key lever for growth.

To help you better understand these developments, **we surveyed 1,082 British consumers aged 18 to 55** to identify what really influences their purchasing and repeat purchase decisions and help you adjust your retention strategy.

Summary

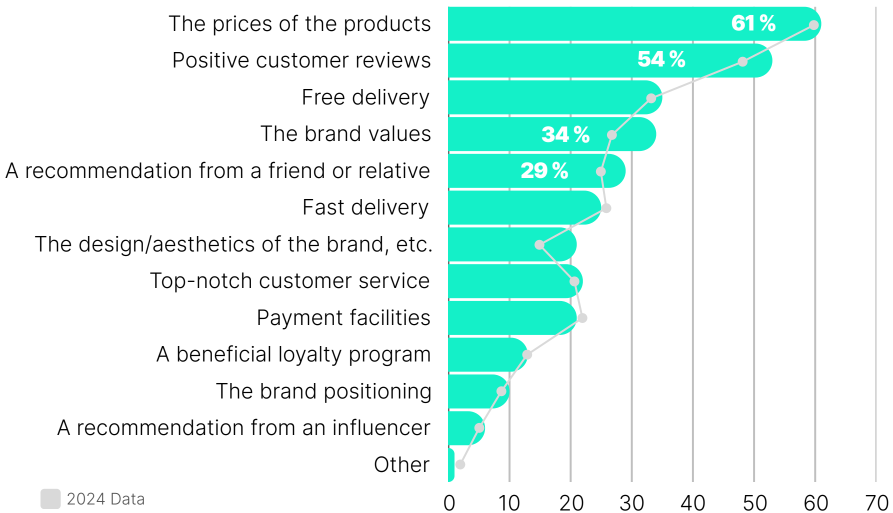
1.

The criteria for **purchase** vs. **repeat purchase**

FOR A FIRST PURCHASE, PRICE IS STILL KING!

Price remains the number one factor that persuades British people to try out a new e-shop. However, brand values are up 7 points compared to 2024, which reflects a growing interest in companies' **ethical commitments.** Recommendations from a friend or family member are also gaining influence (+4 points vs. 2024), emphasising the importance of **trust** and **social proof** in the purchasing process.

What influences your decision to make a purchase on a website for the **first time**?



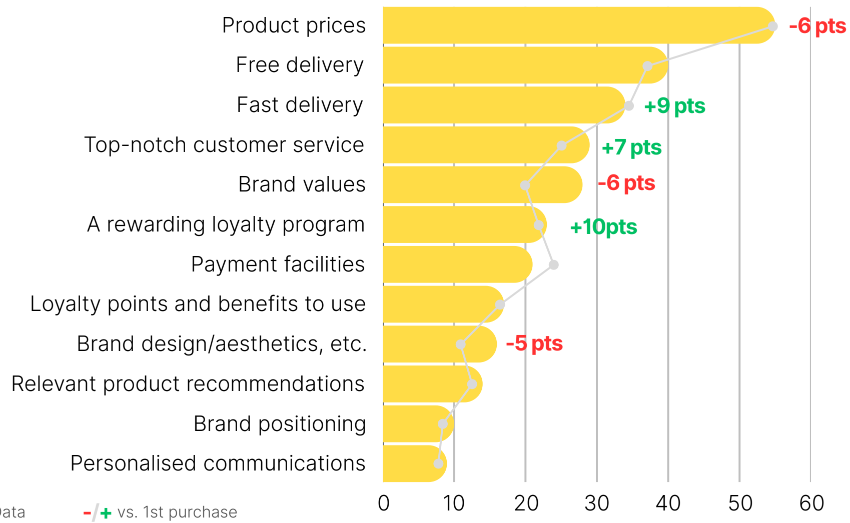
61 %

of consumers indicate the **price** as a **determining factor** when shopping at a new e-shop.

BEYOND THE PRICE, THE IMPORTANCE OF THE EXPERIENCE

While price remains a key criterion, experience-related factors such as free, fast delivery and quality customer service carry more weight for repeat purchases. Loyalty programs are also proving to be effective levers. This shows that brands must go **beyond the transactional aspect** by offering a **global experience** that combines practicality, recognition and personalisation.

What influences your decision to buy
a 2nd time from a particular website?



23 %
of consumers say that a favourable **loyalty program** encourages them to return to an e-shop to buy.

2.

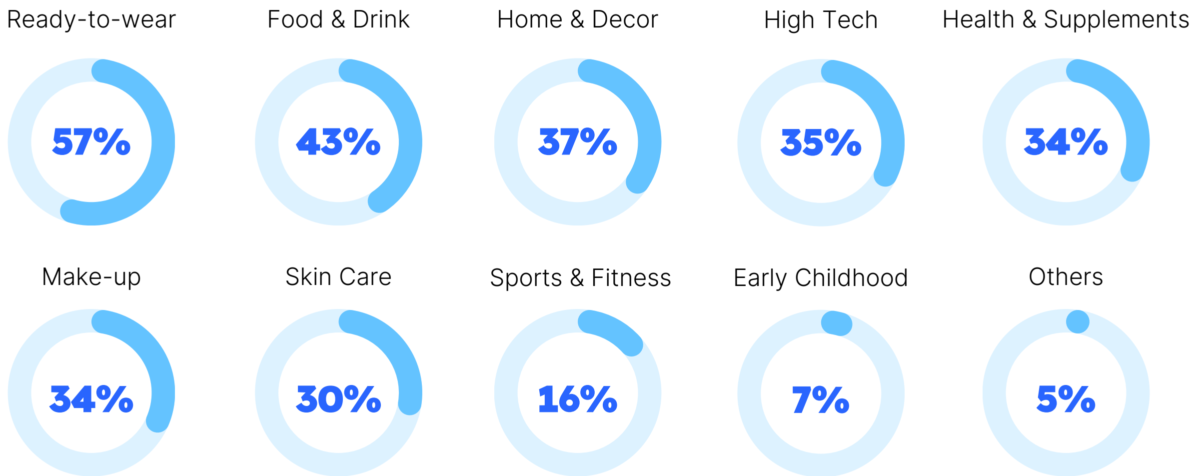
How far does the loyalty of the British go?

LOYALTY ROOTED IN EVERYDAY LIFE

Loyalty is mainly concentrated in the **categories of everyday items**, with ready-to-wear and food products in the lead. Well-being-related sectors, such as skincare, health and make-up, also generate significant attachment.

Conversely, more specific categories, such as early childhood or sport, attract more targeted loyalty, reflecting specific needs rather than broad consumer habits.

Which category of brands are you most likely to become loyal to?

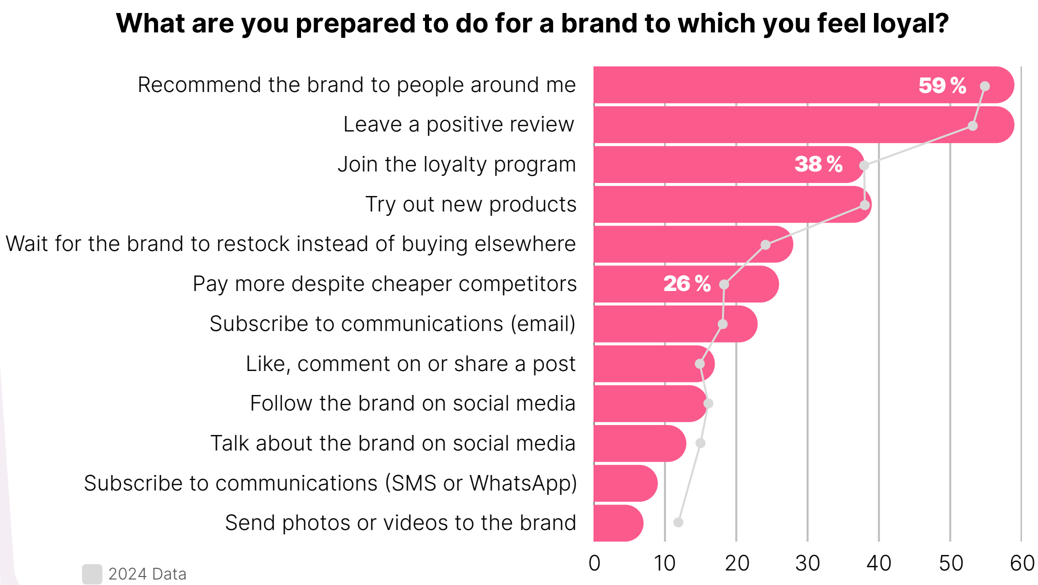


YOUR FANS ARE READY TO TALK ABOUT YOU

Loyalty is mainly reflected in **spontaneous and accessible actions**, such as recommending the brand or leaving a positive review, which come out on top. The strong increase in consumers willing to pay more (+8 points vs. 2024) shows that the British are willing to value the brands they care about, if the latter know how to **cultivate an authentic and strong bond**.

38 %

of consumers are willing to join the **loyalty program** of a brand to which they feel loyal.



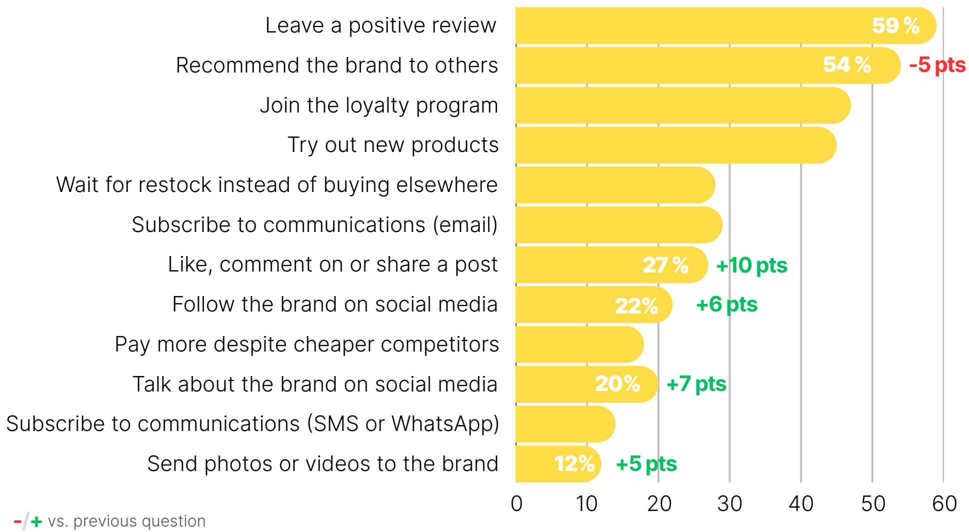
REWARDS VS. SPONTANEOUS COMMITMENT

Rewards reinforce engagement in more **interactive actions** (such as engagement on social media). On the other hand, spontaneous **gestures** (such as recommending a brand) lose some of their impact when they are motivated by a reward. While rewards stimulate concrete behaviour, they do not completely replace intrinsic brand attachment.

27 %

of consumers are willing to **interact on social media** with brands in exchange for rewards.

What are you willing to do for a brand in exchange for rewards?



CONSUMER LOYALTY REMAINS FRAGILE

Consumers do not hesitate to reconsider their loyalty if the quality or price changes unfavourably. This underlines the importance for brands to **maintain a balance** between quality, cost and perceived value. It should be noted that overly slow customer service and an insufficiently generous loyalty program also affect the loyalty of almost 1/3 of respondents.

What can break your loyalty to a brand?

Decline in quality
72 %
+7 pts vs. 2024

Price increase
57 %

Increase in delivery charges
39 %

Customer support unresponsive
33 %
+5 pts vs. 2024

Loyalty not (or too little) rewarded
30 %
+3 pts vs. 2024

Change to the returns/exchanges policy
28 %

Appearance of a new, more attractive competitor
21 %

Too many requests (emails, text messages, etc.)
25 %

Misalignment with my values (eco-responsibility, CSR)
13 %

3.

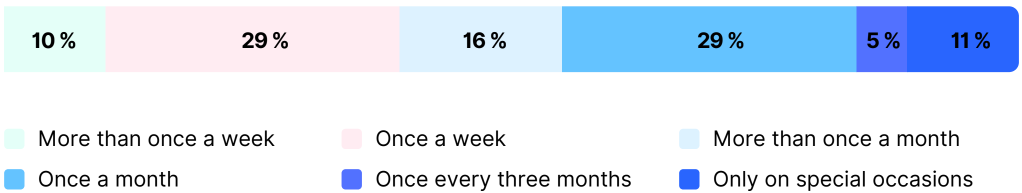
Communication with brands

COMMUNICATE WITHOUT OVER-SOLICITATION

The majority of consumers favour communication on a **monthly** or **weekly** basis, showing their interest in a regular but non-intrusive link with brands.

Communications limited to special occasions or quarterly communications appeal to a minority, underlining the importance of remaining present while respecting consumers' space.

How often would you prefer brands to communicate with you?



39 %
of respondents are willing to receive communications from their favourite brand at least once a week.

TO CONTACT OR TO BE CONTACTED: THE BRITISH CHOICE

Email remains the preferred channel for consumers, whether it be to receive messages or communicate with brands, widely acclaimed for its practicality and non-intrusiveness.

SMS and **WhatsApp** come in second place, confirming the importance of short and direct formats (and the rise of the latter).

ABOUT TEXT MESSAGES & WHATSAPP

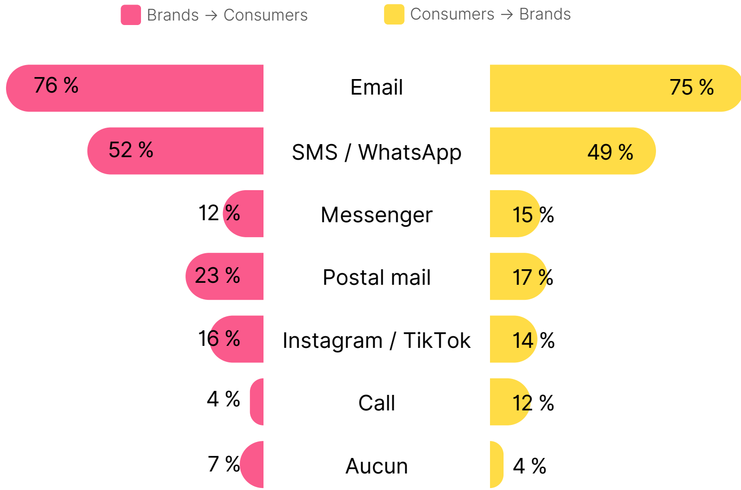
Get **10 WhatsApp & SMS templates** to boost your customer retention

See the 10 templates

However, there is a notable difference: respondents are more open to using channels such as Messenger or calls when they initiate the conversation themselves.

This highlights the importance for brands to offer an **omnichannel strategy**, adapting their interactions to the consumer's active or passive role.

How would you like to communicate with the brands?



4.

Participation in
loyalty programs

THERE IS STILL TERRITORY TO CONQUER

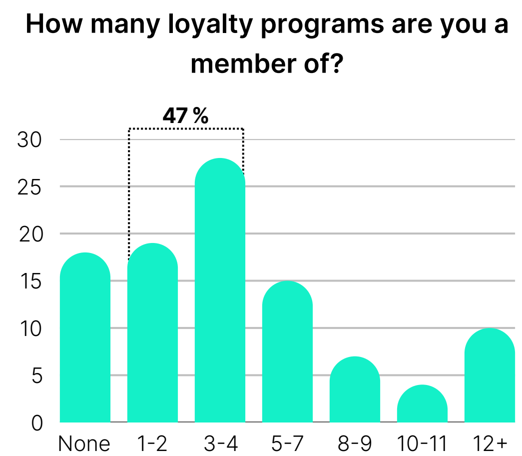
47% of respondents indicated that they were registered in **fewer than five** loyalty programs.

The numbers then decrease rapidly, which suggests saturation or a more rigorous selection of the programs perceived as truly advantageous.

18 %
of respondents are not registered for any loyalty program.

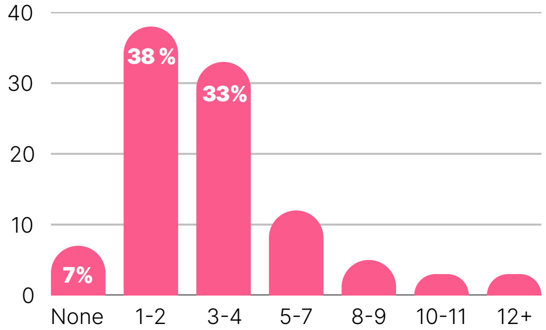
This is a missed opportunity for brands to capture and engage this share of the market.

Or **are consumers not informed** of their automatic membership? This would suggest a lack of communication from brands on the subject and an opportunity for the competition.



THE CHALLENGE: MAINTAIN ENGAGEMENT

How many of the organisations of which you are a member are you actually active in?



Although consumers are open to registering for several programs (perhaps to take advantage of immediate discounts), their long-term commitment remains limited to a few that they find the most beneficial or relevant.

71 %
of respondents indicate that they are active in only 4 programs at most.

In addition, **7% of respondents are not active in any of them**, highlighting a certain disaffection or a lack of perceived value of these programs.

Brands must therefore not only capture initial interest through registration but also **maintain engagement** through varied missions and tangible and relevant rewards that encourage regular activity.

DIVERSITY, UX AND OMNI-CHANNEL

The main motivation here remains the **concrete and immediate discounts**. The ease of obtaining rewards comes in second, indicating that the program's UX plays a crucial role in its effectiveness. In addition, the omnichannel features that allow customers to take advantage of the program both online and in-store enrich the customer experience and increase engagement.

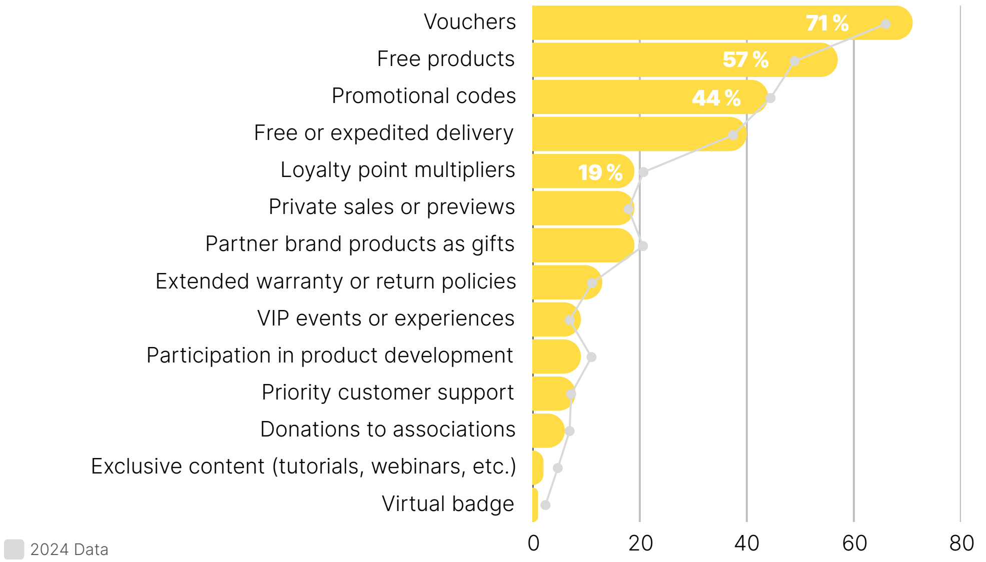
What encourages you to be active in a loyalty program?

Immediate reductions on my purchases	**71 %**
Immediate reductions on my purchases	**39 %**
The option of collecting points online AND in-store	**30 %**
Private sales or previews	**27 %**
A catalogue of rewards that is frequently updated	**18 %**
The diversity of the actions proposed to earn points	**18 %**
Access to VIP events	**12 %**
The feeling of being part of a 'VIP' club	**11 %**
Climb through the levels of the program (bronze, silver, gold...)	**11 %**
Testimonials from active and satisfied customers	**5 %**

TANGIBLE AND CONCRETE REWARDS

The **advantages immediate**, with **concrete** and **tangible** values for consumers, remain in the lead and are gaining even more popularity this year (respectively +5 points and +8 points for vouchers and free products compared to 2024). Curiously, point multipliers, although less tangible, are still appreciated by almost 1/5 of those surveyed.

Which rewards appeal to you most?



19 %
of consumers are attracted by points multipliers.

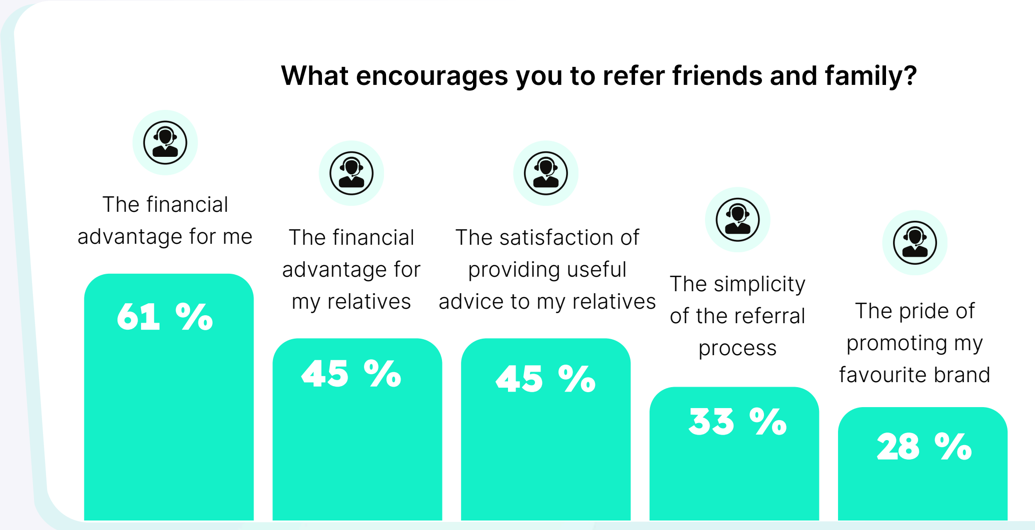
THE SOCIAL DIMENSION OF REFERRALS

61% of consumers indicate that personal financial benefit is the number one factor that encourages them to recommend a brand to friends.

This is in line with the results of the previous question. **Direct rewards** are a **powerful driving force** in loyalty AND referral programs.

It is interesting to note that almost half of the respondents (45%) also find some satisfaction in giving good advice to their relatives.

This figure reveals an important **social dimension** in referral behaviour, in which personal relationships and trust play a major role.



SHARING HABITS REFERRAL CODES

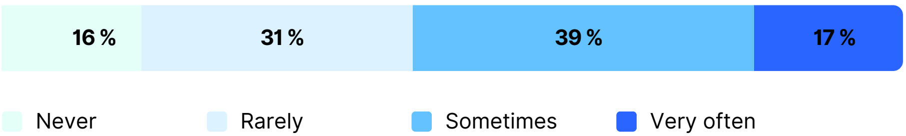
The sharing of referral codes is a relatively widespread practice, with more than half of consumers doing so at least occasionally. This shows that word of mouth is a powerful lever.

However, it does not happen spontaneously for everyone. In fact, **47% of respondents rarely or never share their codes**, which suggests that many referral programs could be optimised to better engage these hesitant consumers.

An effective program must offer rewards that are perceived as truly attractive, simplify the sharing experience as much as possible, and value recommendations.

The challenge for brands is therefore to identify what really motivates their customers to refer and to remove the obstacles to action.

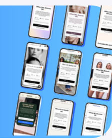
How often do you share referral codes?



ABOUT REFERRAL

Get the **ultimate guide** to creating your **referral program**.

See the guide



5.

Key informations

KEY INFORMATIONS

The price is attractive, but the experience builds loyalty.

British consumers choose to buy from a site mainly for its prices and customer reviews.

On the other hand, they come back mainly for the fluidity of the experience: free delivery, responsive customer service and a well-designed loyalty program.

Brand image is increasingly important.

The importance of ethical commitment (CSR, eco-responsibility, etc.) is clearly increasing (+7 points vs. 2024), as is the weight of recommendations from a relative (+4 points).

Building a strong and authentic brand image that one is proud to share is becoming a key lever.

Offer tangible and concrete rewards.

Vouchers, free products and promotional codes are the most attractive rewards.

They show a marked inclination among consumers for immediate benefits, with concrete and tangible values.

Referrals must be optimised.

47% of British consumers rarely (if ever) share their referral codes, while those who do so very often are few and far between.

A good program must remove obstacles (simplicity, clarity, means of sharing, etc.) to maximise its adoption.

Loyoly

The new standard of loyalty experience

Loyoly is a loyalty and referral platform that allows you to engage your customers through more than 40 mechanisms, from purchasing to social interactions. The objective is twofold: to increase LTV by stimulating repeat purchases and AOV, and to reduce CAC through referrals and the social proof generated by missions.

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